

SARAH SHATTO

User Experience Designer & Researcher

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PROFESSIONAL SUMMARY

User Experience Designer and Researcher motivated by customer advocacy with 10 years of experience in customer service and technical support fields. 2 years of experience in full stack development and UI design. Highly flexible and collaborative team player with 5 years of experience leading cross functional teams in technical support services with positivity and integrity.

SKILLS

UX Design | Design Thinking, Prototyping, Collaboration, User Interface Design, Front End Development, Innovation, User Experience Design, Interaction Design, Information Architecture, Visual Design, Copywriting, JavaScript, HTML, CSS, Style Guides, Wireframes, Wireflows, Storyboarding, Data Visualization

UX Research | Usability Testing, User Interviews, Surveys, Card Sorting, Ethnography, Task Analysis, Heuristic Evaluation, Personas, Journey Maps, Competitive Analysis, Scenarios, User Journeys, User Flows, Affinity Mapping

Tools | Figma, Illustrator, Photoshop, InDesign, Lightroom, Keynote, Pages, JIRA, Microsoft Suite

PROFESSIONAL EXPERIENCE

Sidekick Coffee | Project Lead, UX Designer, Research

Present

- Investigating what inspires customer loyalty with a goal of increasing bookings for private events and catering offerings.

Quantum New Energy | Project Lead, UX Designer, Research | Remote

Aug 2023 - Sep 2023

- Tracked all contact and action items efficiently and communicated priorities and deadlines to the team and stakeholders.
- Conducted user interviews and developed key findings through affinity mapping, created personas from synthesizing data to establish reliable and realistic representations of key audience segments for reference in design decisions.
- Developed an interactive prototype in Figma for usability testing. Created custom data visualizations that aligned with existing brand standards.

Nordstrom | UI Engineer | Remote

March 2020- April 2023

- Designed, implemented and supported the systems that enable customers to manage their product wishlists across various Nordstrom channels utilizing agile methodology.
- Collaborated with User Experience design teams on design visualization and user testing. Tested scenarios to conform to engineering standards. A/B Testing. Collected data analytics for business teams.

Apple Inc | Genius Administrator | Lynnwood, WA

September 2014 - March 2020

- Worked with escalated customer conflicts to resolve concerns and turn around experience with empathy.
- Uncovered user pain points, education opportunities and documented recommendations for better user experience.
- Led specialty teams in brainstorming and redesigning the customer experience for technical support in store.

UX DESIGN PROJECTS

July 2023 - Present

Feeling Friends | User Experience Team | Hackathon

- Coordinated design and development teams to create a functional app within 72 hours.
- Won "People's Choice Award" for most votes across Hackathon

LinkedIn Creative | Project Lead, Research | Remote

- Utilized various project management tools to coordinate product roadmap and establish goals within a condensed timeline.
- Conducted user interviews, synthesized research into personas and problem statements, created wireframes and user flows.
- Facilitated multiple moderated remote usability tests to evaluate functional prototype and collect feedback.

EDUCATION

General Assembly | User Experience Design Immersive Program | Remote

June 2023

Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

Shoreline Community College | Associate of Applied Arts & Sciences | Graphic Design

2018